

PROCESSES FOR EXPLOITING ELECTRONIC TOKENS TO INCREASE BROADCASTING REVENUE

ABSTRACT OF THE DISCLOSURE

A system and method for utilizing electronic tokens to increase broadcasting tokens is disclosed. Electronic tokens comprise encoded data that are embedded within broadcasting content and radiated from broadcast appliances, such as in the inaudible ranges of an acoustic spectrum or in an electromagnetic spectrum. The radiated tokens are then captured by a token capture device (TCD) possessed by a consumer. Upon receipt of the token from the broadcast, the TCD processes the token and becomes of value to the consumer. For example, the token may cause the TCD to light up, indicating that the consumer has won a prize. A TCD having indication of token receipt thereon may then be redeemed by the consumer for a prize, thus generating incentive for viewing the broadcast and using the TCD to capture the tokens embedded therein.